



Southern California Association of Governments

Human Resources

818 West 7th Street, 12th Floor, Los Angeles, California 90017 • (213) 236-1910 • www.scag.ca.gov

PUBLIC AFFAIRS SPECIALIST II/III #370

Level II: \$58,235 - \$75,706; Level III: \$67,368 - \$87,578

Open Until Filled – First Review of Applications: Monday, December 22, 2008

The Position

This position reports to the Manager of Media and Public Affairs. The incumbent will create public information, communications and conduct outreach activities. The employee will be responsible for writing and developing a variety of communications products including PowerPoint presentations, fact sheets, brochures, newsletters, press articles, letters and other outreach materials. The employee will also ensure steady and smooth flow of communications with partners and constituencies and make presentations to a variety of audiences.

This is a flexibly staffed classification. Individuals hired at the II level may advance to the III level without competition, once the competencies have been met and upon recommendation of their supervisor.

Essential Duties:

- Assist in the development of marketing and communication strategies;
- Assist in the development of themes and promotional materials for summits and conferences;
- Develop PowerPoint presentations for a variety of audiences regarding SCAG programs and initiatives;
- Compile information and write a monthly newsletter;
- Draft, edit, and produce correspondence to elected officials;
- Serve as a liaison with members and community groups;
- Communicate SCAG's policies, plans and programs through discussions, presentations and outreach materials on an on-going basis to various organizations in the assigned territory including local governments, and key community and interest groups;
- Serve as a SCAG spokesperson and actively participate at meetings of Regional Council, policy and technical committees, county transportation commissions and others;
- Assist with coordination and support of public workshops, forums, outreach activities and other special events; conduct or assist in the conducting of outreach efforts related to major SCAG initiatives such as the Regional Transportation Plan (RTP);

- Promote and encourage special event attendance;
- Perform research and analysis in the preparation of informational and promotional communications;
- Develop and coordinate media buys for radio, newspaper, television and/or the Web;

Ideal Candidate Qualities

- Excellent written and oral communication skills;
- Experience in developing communication materials on technical topics for lay audiences;
- Experience in outreach activities;
- Experience using Web site content management software

Essential Qualifications

Education: Equivalent to a Bachelors' degree from an accredited college or university with major course work in communications, public relations, journalism, marketing or a closely related field. A related Master's degree can substitute for one year of experience.

Experience: *Public Affairs Specialist II* - Two years of professional experience in writing communication materials and some experience in community outreach. *Public Affairs Specialist III* – Four years of professional experience in writing communication materials and two years of experience in community outreach.

Knowledge of: Public relations, media advocacy and community affairs; principles of journalism including standard format, AP style rules, grammar, and spelling; editorial styles; and English composition; principles, practices, methods, and techniques of communication; marketing and media principles and concepts; development and implementation of public outreach programs; community political organizing techniques; grass roots organizing techniques; equipment, tools, methods and materials used in preparing, presenting and disseminating communication products and services.

Ability to: Write a variety of publications for different audiences; speak effectively before large audiences; establish and maintain strong working relationships at all levels with a variety of people; translate technical jargon into easy-to-

understand text; coordinate a variety of writing projects; coordinate with staff and web designer to enhance content of SCAG's web pages; investigate transportation, environmental, land use, housing, socioeconomic issues as they affect public information and production of communication materials.

Special Requirements: Ability to work in a standard office environment including computer equipment and software; ability to travel to different sites and locations; operate a motor vehicle safely; possession of, or ability to obtain, an appropriate, valid driver's license.

APPLICATION AND SELECTION PROCEDURE

Applicants **must** submit a completed SCAG application **and** resume to:

Southern California Association of Governments

Attn: Human Resources Office
818 West 7th Street, 12th Floor
Los Angeles, California 90017
(213) 236-1910
www.scag.ca.gov

Applications will be accepted on a continuous basis until SCAG's needs are met. This recruitment may close at any time without prior notice. Applicants must clearly demonstrate through their application materials that they meet the minimum qualifications. Selection process may include a review of writing samples, panel interview, and/or other testing as deemed appropriate. All applicants who meet the minimum qualifications are not guaranteed advancement through subsequent phases of the examination process.

EMPLOYMENT INFORMATION

- Before employment, applicants will be required to provide documentation that verifies their proof of eligibility to work in the United States.
- Reference checking will be done prior to hire. A thorough background check including a review of criminal history, DMV report, and financial history may be conducted for certain classifications.
- Employees are required to serve a one-year probationary period. Supervisor, manager and director positions are employed through an annual contract.

EMPLOYEE PROGRAMS AND BENEFITS

- **Insurance Coverage:** Employees may choose from two HMO and two PPO CalPERS health plans and two dental plans. SCAG contributes \$800/month towards insurance premiums with the cost difference paid out in cash. Life insurance, in the amount of \$50,000 is provided by SCAG. Short term and long term disability insurance plans are provided by SCAG.
- **Retirement:** Employees become members of the California Public Employees' Retirement System (CalPERS) 2% @ 55 plan. SCAG pays the employee's 7% contribution. ICMA and MetLife 457 deferred compensation plans are available. Employees do not pay into Social Security.
- **Holidays:** A total of 13 paid holidays – 9 designated and 4 floating – are provided annually.
- **Vacation:** Employees earn 3.0769 hours per payroll period, depending on length of experience.

- **Sick Leave:** Employees earn 3.6923 hours every payroll period or one day per month.
- **Health, Dependent Care, and Parking Reimbursement Account:** A tax-exempt savings plan is offered to pay eligible expenses associated with health, dependent care, and parking.
- **Rideshare/Transportation Incentive Program:** SCAG pays up to \$155 towards monthly bus pass, vanpool, or Metrolink, \$35 per month for ridesharing. In order to receive this benefit, employees must use one of the listed options at least 13 days per month.
- **Flexible Time/Modified Work Week:** Some employees may work a modified 9-80 work schedule, with every other Friday off. SCAG offers a flexible work schedule to allow employees some flexibility on daily work hours.
- **Other Benefits:** SCAG offers credit union membership in the E-Central Credit Union. Employees may have their paychecks automatically deposited. A tuition reimbursement program is offered to employees.

THE ORGANIZATION

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization in the country and a Council of Governments, established in 1965. SCAG works to develop long-range policies and action plans to address issues of regional and sub-regional concern and to help local agencies meet Federal and State planning mandates. SCAG serves as a center for information exchange on a broad range of transportation, growth management, environmental, infrastructure, and institutional issues. The SCAG region includes six counties, one hundred eighty-eight cities, 38,000 square miles and a population of over 18 million. For more information on SCAG, please visit our Web site at www.scag.ca.gov.

SCAG is located in bustling downtown Los Angeles. Los Angeles (LA) is located on the beautiful California Coast, and offers a year-round Mediterranean climate. The area is known for its cultural venues, sports centers, fashion and jewelry districts, high-rise buildings, shopping, tourist attractions, fine restaurants, zoos, and museums. SCAG also has satellite offices located in downtown Riverside and downtown Orange, surrounded by historical landmarks and beautiful landscapes

EQUAL EMPLOYMENT OPPORTUNITY

SCAG is an equal employment opportunity employer. All personnel policies and programs are administered without regards to race, color, religion, political belief, age, national origin, sex, disability, cultural background, or sexual orientation. If you require assistance to participate in this recruitment, please call the Human Resources Office at (213) 236-1931.